



## Adaptive Multimedia Messaging based on MPEG-7

## **Description:**

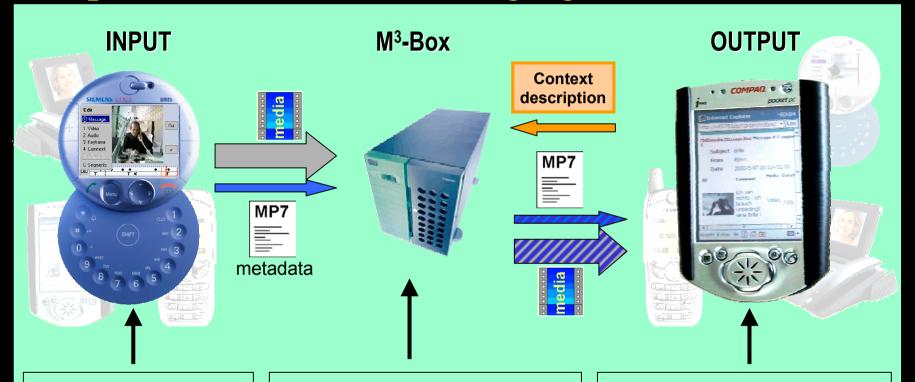
- \* A multimedia messaging scenario is realized based on MPEG-7
- **❖** MPEG-7 metadata describes the message components and the relations between them
- **❖** Multimedia messages can be adapted automatically to a wide range of devices whose characteristics are not known by the sender
- **❖** MPEG-7 related technologies are used to signal preferences and to adapt the messages
- \* Receiver driven control of the message presentation allows convenient and personalized consumption of multimedia messages







## Adaptive Multimedia Messaging based on MPEG-7



Media recording

Editing of structural information

Storage on server

Adaptation to context (wrt. user pref., device descr.)

Signalling of context

Presentation of messages adapted to the client device